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City of Milwaukee Health Department Receives \$30,000 Grant from Faye McBeath Foundation

Funding will support teen-pregnancy prevention program

The City of Milwaukee Health Department (MHD) was recently awarded a \$30,000 grant by the Faye McBeath Foundation to support the Milwaukee Plain Talk Initiative. The Milwaukee Plain Talk Initiative is a new resident-led neighbor-to-neighbor program that aims to increase parent/teen communications about abstinence, healthy relationships and sexuality.

Plain Talk is a nationally recognized, evidence-based, teen-pregnancy-reducing program consisting of three components: Community Mapping (surveying the community), Walkers & Talkers (community residents mobilizing their community), and Home Health Parties (for educating parents). The Milwaukee Plain Talk initiative was selected to be the 12th city in the U.S. for replication of the Plain Talk program.

The target area for this initiative is the Midtown Planning area. Midtown has one of the highest rates of teen pregnancy and poverty in the city. 11.4% of girls ages 15 to 17 become pregnant each year in the area. 45% of families live at or below poverty levels. The racial/ethnic breakdown is 76% African American, 15% Hmong, 3% Hispanic and 3% Non Hispanic Caucasian.

"We are very grateful to the Faye McBeath Foundation for their generous support," said Commissioner of Health Bevan K. Baker. "Plain talk is a very targeted, innovative and creative program that works at reducing teen pregnancy through effective communication."

The City of Milwaukee Health Department has partnered with New Concept Self Development, Inc. and will subcontract with additional agencies to implement the program.

Established in 1964, the Faye McBeath Foundation is a private, independent foundation providing grants to tax-exempt nonprofit 501 (c) (3) organizations in the metropolitan Milwaukee area. Its major areas of interest include children, aging and elders, health, health education and civic/governmental affairs.